

ABSTRACT OF THE DISCLOSURE

A sign holder assembly formed by a support member attachable to a supporting surface such as a merchandise-receiving shelf, and a sign carried by the support member. The support member includes a backing member and a hingedly secured, latchable, cover. A cruciform-shaped slit extends through the cover and the sign includes one or more bendable tabs inserted through the slits to be captured in a pocket formed when the cover is latched so as to support a flag generally perpendicularly to the supporting surface. The assembly may be secured to the shelf by "push pins" or the like and an attaching element may integrally incorporate the push pins, may include slots through which the push pins may be engaged in the shelf apertures, may be relatively thin so the push pins may pierce the same, or may include any combination of one or more such securing elements. The sign holder may also be formed with a rearwardly carried angular element adapted to be captured in the label-receiving pocket of a label holder and may be provided with an extension on the angular element enabling the sign holder assembly to be engaged in a C-channel.